# Victoria Flores

*artist* // *techie* // *designer* // *creative*

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## EDUCATION

**FALL** 2008
to **SUMMER** 2015

**STANFORD UNIVERSITY** | Stanford, CA
Master of Computer Science | Depth in Human-Computer Interaction | Class of 2015
Bachelor of Arts in Art Practice | Award of Excellence Recipient | Class of 2012
Stanford in Florence Bing Overseas Study Abroad | Art Practice focus | Fall 2010

**FALL** 2004
to **SUMMER** 2008

**FORT WORTH ACADEMY OF FINE ARTS** | Fort worth, TX
Salutatorian, AP Scholar, National Hispanic Scholar, Distinguished | Class of 2008

## EXPERIENCE

**JULY** 2022
to **DEC.** 2023

**SENIOR PRODUCT DESIGNER** | SPAN | San Francisco, CA
Owned the end-to-end design of nine core features across SPAN's Homeowner and Installer mobile apps, from enhancing SPAN Drive (EV charging features) to leading the PowerUp 1.0 experience (a novel multi-platform smart energy monitoring system). Spearheaded the integration of cross-functional collaborative design operations across the organization. Introduced engineering reviews, handoff protocols, copy strategy, and design systems.

**MAY** 2021
to **DEC.** 2021

**SENIOR UX/PRODUCT DESIGNER** | Molekule | San Francisco, CA
Designed the newest feature of à la carte filter purchasing and account/subscription management for the mobile app. Collaborated closely with firmware to optimize/benchmark Air Pro bootloader capabilities for animation, migrated/expanded design system in Figma, and contributed to design exploration for connectivity and scheduler team projects.

**MARCH** 2021
to **MAY** 2021

**EXPERIENCE DESIGN CONSULTANT** | Preamble | Los Angeles, CA
Crafted early-stage branding, website, pitch-deck, and marketing assets for ethical AI.

**APRIL** 2019
to **APRIL** 2020

**UX & BRANDING EXPERIENCE DESIGNER** | Polarr | San Jose, CA
Spearheaded branding design, research, and its integration; for the company (composing new visual/semantic guides and direction), product (Aura MVP prototyping/branding), and marketing growth (user research and asset creation for AI platform and Aura beta).

**JUNE** 2016
to **DEC.** 2018

**EXPERIENCE DESIGN CONSULTANT** | Leiden, The Netherlands
Freelanced for a bouquet of small European/American companies primarily focusing on early-stage branding, UI systems, need-finding, and MVP development using design thinking to concept, position, pivot, and improve product development trajectories.

**JUNE** 2012
to **MAY** 2014

**UX RESEARCHER** | Stanford Graphics Lab | Stanford, CA
Performed R&D for Code[x] E-Textbook project focusing on defining new narrative constructs and methodologies, prototyping, and aesthetic analyses for future digital book design.

## SET DESIGN

**FALL** 2015    **SCENIC DESIGN STUDIO ASSISTANT** | Daniel Ostling Set Design | SF, CA

2010 – 2014    **SCENIC DESIGN STUDIO ASSISTANT** | Erik Flatmo Set Design | SF, CA

**SUMMER** 2013    **SCENIC ART INTERN** | Williamstown Theater Festival | Berkshires, MA

2009 – 2012    **SCENIC DESIGNER/CHARGE** | Ram's Head Theatrical Society | Stanford University, CA
Designed and led painting crew for *Aida*, *Into the Woods*, *Oedipus*, and *The Last Five Years*.

## TEACHING

**WINTER** 2015    **COURSE ASSISTANT CS247: HCI DESIGN STUDIO** | Stanford
Prepared materials for studio/lecture activities, graded work, held office hours for critique, and organized final presentation event; TA for 'Data Narratives' studio led by Jofish Kaye.

**SUMMER** 2014    **COURSE ASSISTANT CS193C: CLIENT-SIDE TECHNOLOGIES** | Stanford

**FALL** 2013    **COURSE ASSISTANT CS105: INTRO TO COMPUTING** | Stanford

**FALL** 2012    **COURSE ASSISTANT CS108: OBJECT ORIENTED PROGRAMMING** | Stanford

**SUMMER** 2012    **ARTS INTENSIVE PROGRAM ASSISTANT: MOZART ON THE MAKE** | Stanford

## PROJECTS

**MAY** 2014 to **JUNE** 2015    **CLOUD ARCHITECTURE COLLECTIVE** | Global & Bay Area, CA
Experience designer for their first website and 'Common Ground' urban design installation.

**JANUARY** 2012 to **JUNE** 2014    **STANFORD SOLAR DECATHLON TEAM 2013** | Stanford
As CS team lead, I collaborated with the core team and led concept and R&D for the creation of Start.Home's eco-behavior-centric energy monitoring and control system.

**OCTOBER** 2011 to **JUNE** 2012    **STANFORD SENIOR CABINET/SENIOR FORMAL COMMITTEE 2012** | Stanford
Led design and campaign for 'Senior Formal 2012' with record turnout at SF Winery.

## SKILLS

| **TECHNICAL** | **TOOLS** | **HCI** | **CREATIVE** |
|---|---|---|---|
| Java/C++/C | Figma | Design Thinking | Branding/Identity |
| HTML/CSS/JS | Illustrator | Concept Dev. | Scenic Design |
| | Photoshop | Rapid Prototyping | Model Making |
| **LANGUAGES** | InDesign | Behavioural Design | Hand Drafting |
| English (fluent) | Sublime | Heuristic Eval. | Illustration |
| Italian (advanced) | WYSIWYGs | User Research | Concept/Strategy |
| Dutch (basic) | SketchUp | Data Visualization | Wet/Dry Media |